

EAST Search History**EAST Search History (Prior Art)**

| Ref # | Hits | Search Query | DBs | Default Operator | Plurals | Time Stamp |
|-------|------|---|---|------------------|---------|------------------|
| L4 | 17 | 725/34-35.cols. and (commercial or ad or advertisement) same (target\$3 or personali \$4) same (creat\$4) same (swap\$4 or chang \$4 or interchang\$4 or replac\$4) not 1 | US_PGPUB; USPAT; USOOR; FPRS; EPO; JPO; IBM_TDB | ADJ | ON | 2010/09/09 14:11 |
| L3 | 179 | 725/34-35.cols. and (commercial or ad or advertisement) same (target\$3 or personali \$4) same (creat\$4) not 1 | US_PGPUB; USPAT; USOOR; FPRS; EPO; JPO; IBM_TDB | ADJ | ON | 2010/09/09 14:10 |
| L2 | 189 | 725/34-35.cols. and (commercial or ad or advertisement) same (target\$3 or personali \$4) same (creat\$4) | US_PGPUB; USPAT; USOOR; FPRS; EPO; JPO; IBM_TDB | ADJ | ON | 2010/09/09 14:10 |
| L1 | 17 | 725/34-35.cols. and (commercial or ad or advertisement) same (target\$3 or personali \$4) same (assembl\$4) | US_PGPUB; USPAT; USOOR; FPRS; EPO; JPO; IBM_TDB | ADJ | ON | 2010/09/09 14:05 |
| S139 | 17 | 725/34-35.cols. and (commercial or ad or advertisement) same (target\$3 or personali \$4) same(assembl\$4) | US_PGPUB; USPAT; USOOR; FPRS; EPO; JPO; IBM_TDB | ADJ | ON | 2010/09/09 12:41 |
| S138 | 563 | 725/34-35.cols. and (commercial or ad or advertisement) same (target\$3 or personali \$4) | US_PGPUB; USPAT; USOOR; FPRS; EPO; JPO; IBM_TDB | ADJ | ON | 2010/09/09 12:41 |
| S137 | 2 | (HABERMAN near3 SETH).in. and (commercial or ad or advertisement or message or campaign). clm. and (assembl\$3). clm. not S135 | US_PGPUB; USPAT; USOOR; FPRS; EPO; JPO; IBM_TDB | ADJ | ON | 2010/09/09 12:39 |

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|------|----|---|---|-----|----|------------------|
| S136 | 13 | (HABERMAN near3 SETH).in. and (commercial or ad or advertisement or message or campaign).clm. and (assembl\$3).clm. | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB | ADJ | ON | 2010/09/09 12:39 |
| S135 | 11 | (HABERMAN near3 SETH).in. and (commercial or ad or advertisement).clm. and (assembl\$3).clm. | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB | ADJ | ON | 2010/09/09 12:33 |
| S134 | 12 | (HABERMAN near3 SETH).in. and (commercial or ad or advertisement).clm. and (assembl\$3) | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB | ADJ | ON | 2010/09/09 12:33 |
| S133 | 14 | (HABERMAN near3 SETH).in. and (commercial or ad or advertisement).clm. | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB | ADJ | ON | 2010/09/09 12:32 |
| S132 | 31 | (HABERMAN near3 SETH).in. and (commercial or ad or advertisement) | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB | ADJ | ON | 2010/09/09 12:32 |
| S131 | 47 | (HABERMAN near3 SETH).in. | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB | ADJ | ON | 2010/09/09 12:32 |
| S130 | 1 | "20040117257" | US_PGPUB; USPAT | ADJ | ON | 2010/09/09 12:05 |
| S129 | 1 | "5774170".pn. | US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB | ADJ | ON | 2010/09/08 16:31 |

9/9/2010 2:14:07 PM

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